

THE LOVERS OF 'FOUR DAUGHTERS' AND 'DAUGHTERS
COURAGEOUS' IN A DRAMATIC SENSATION ALL THEIR OWN



JOHN
GARFIELD
PRISCILLA
LANE

**"DUST BE
MY DESTINY"**

with **ALAN HALE** • Frank McHugh • Billy Halop • Directed by **LEWIS SEILER** • Presented by **WARNER BROS.**
Screen Play by Robert Rossen • From a Novel by Jerome Odum • A First National Picture

JACK L. WARNER In Charge of Production
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in a dramatic sensation all their own!

"DUST BE MY DESTINY"

ALAN HALE • Frank McHugh • Billy Halop • Directed by LEWIS SEILER
Screen Play by Robert Rossen • From a Novel by Jerome Odum • A First National Picture

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Popular romantic team for marquees
JOHN GARFIELD • PRISCILLA LANE
sweethearts of 'Four Daughters' and
'Daughters Courageous' reunited.

Strong appeal for the femme and 'he-
man' trade—story by Jerome Odlum,
author of 'Each Dawn I Die'

Dramatic action from beginning to end
... the kind of love story the screen has
never shown till now.

It's only the beginning...so keep
ON YOUR TOES!

Back Page Tells How . . .



(This scene not available in mat form)

Garfield, Lane Starred In 'Dust Be My Destiny' Great American Drama

Second in the Strand Theatre's succession of fall film hits from the Warner Bros. studio is "Dust Be My Destiny," which follows "The Old Maid" into the theatre on Friday. Co-starred in this great American drama of the lost generation, are John Garfield and Priscilla Lane, the romantic lovers of "Four Daughters" and "Daughters Courageous." Prominently featured in the cast are Alan Hale, Frank McHugh, Billy Halop, Bobby Jordan, Charley Grapewin, Henry Armetta, Stanley Ridges, Moroni Olsen and John Litel.

"Dust Be My Destiny" is the blazing story that Hollywood has been trying to write since the movies were born, a saga of the generation that wanders over the face of America, searching for a spot to call its own. Specifically, it is the tale of Joe and Mabel Bell, newlyweds. They're just two kids who never had a break, and when they meet and marry all they ask is a place to hang their hats, and the right to earn a living for themselves and the family that they hope to bring into the world. They're real people, and like so many others of their generation, they get more than their share of the bad breaks, but they hope and trust that sooner or later things will go right for them.

It's the kind of story that the screen has seldom dared to touch until now, a heart-and-soul drama of life and love as it really is for a great part of America's youth today. In filming Jerome Odlum's novel, Warner Bros. have set a challenging precedent of realism, pulling no punches in depicting the sorry circumstances under which the two young "nobodies" battle their way, searching for the happiness they believe to be their destiny. There's a problem that faces thousands of others like them — a crying need to find their own place in the world, to "belong." But they need help in solving their problem, help and understanding from the seemingly hostile world about them, and it is this thought more than any other which "Dust Be My Destiny" will leave with the audiences.

John Garfield, the young Broadway actor whose first film role in "Four Daughters" won him immediate acclaim as a dramatic actor of the highest calibre, gives the most brilliant performance of his career as the boy. Priscilla Lane offers another heart-stirring, true-to-life portrayal as the girl who takes to the road against all odds with the man she loves. Both stars are utterly believable in their

roles, a fact which adds immeasurably to the heart-piercing power of the story.

Other outstanding performances are contributed by Moroni Olsen, as the attorney who makes a passionate plea for all the young nobodies of the world in the final trial scene, and by Henry Armetta, as the friendly restaurant proprietor, Alan Hale, as a crusading newspaper editor, and Stanley Ridges, as Priscilla's cruel and drunken father. Lewis Seiler directed, from the screen play by Robert Rossen, based on Odlum's widely-read novel.

GARFIELD, LANE IN ROMANTIC DRAMA

"Dust Be My Destiny," second of the big hit shows of the Strand's fall film season, will open on Friday, with John Garfield and Priscilla Lane in the co-starring roles. This team, which proved so popular in "Four Daughters" and "Daughters Courageous," is supported by a large cast of players, headed by Alan Hale, Frank McHugh, Billy Halop, Bobby Jordan, Charley Grapewin, Henry Armetta, Stanley Ridges, John Litel, Moroni Olsen and Victor Kilian.

"Dust Be My Destiny," which was adapted by Robert Rossen, from the novel by Jerome Odlum, author of "Each Dawn I Die," is a straight-from-the-heart tale of two young "nobodies" who fall in love and marry, and who ask nothing of the world except the right to earn their livings and a place to hang their hats. But even these simple things are denied them, because the boy is a fugitive from justice, for a murder which he didn't commit. Even when the boy, through his heroism, aids in the capture of a band of notorious bank robbers, the shadow the law hangs over him. His vindication in the climactic courtroom scene forms a poignant dramatic ending. William Seiler directed.

"Dust Be My Destiny" At Strand Friday

With John Garfield and Priscilla Lane in the co-starring roles, "Dust Be My Destiny," a poignant romantic drama, will be the next feature attraction at the Strand Theatre, starting Friday. Based on the novel by Jerome Odlum, the film deals realistically with the married life of two young "nobodies" trying to find their place in a hostile world.

STRAND THEATRE TO SHOW 'DUST BE MY DESTINY'

The Strand Theatre, ushering in the fall show season with a parade of outstanding new film productions, will present, starting Friday, "Dust Be My Destiny," with John Garfield and Priscilla Lane, the two outstanding star discoveries of the past season. Based on the novel by Jerome Odlum, author also of "Each Dawn I Die," the new film probes deeply and poignantly into the problem of the young "nobodies" of this generation, who wander over the country, seeking jobs and "a place to hang their hats."

Garfield and Miss Lane meet an dfall in love when he is sentenced to a short term on a work farm for vagrancy. Her stepfather, one of the foremen of the farm, makes it so tough for them that they are forced to run away. He chases them, but drops dead of a heart attack. Unaware of this, they go on, and are married. When they hear, over a radio news broadcast, that Garfield is wanted for the murder of the foreman, she wants him to go back and prove his innocence. But his previous experiences with the law have proved to him that there is little chance for a "nobody" once he is in the grips of the law. So they start fleeing across the country in the hope of finding a place where they can get a new start. But each time things begin to look promising, they find themselves in danger of being found out, and have to pull up stakes and move on. At last, however, after he has heroically risked his life to help in the capture of a bunch of bank bandits, Priscilla tells the police who he is, risking his love for her in order to put an end to the ceaseless wandering. On the witness stand, she swears his innocence, and it is largely through her appeal and her account of their life together, that the jury returns a verdict of "Not Guilty."

Featured in the impressive supporting cast are Alan Hale, Frank McHugh, Billy Halop, Bobby Jordan, Henry Armetta, John Litel, Moroni Olsen, Charley Grapewin, Victor Kilian, Ferike Boros and Stanley Ridges. Lewis Seiler directed, from a script by Robert Rossen, based on the Odlum novel.

CAST OF CHARACTERS

Joe Bell	JOHN GARFIELD
Mabel	PRISCILLA LANE
Mike Leonard	Alan Hale
Caruthers	Frank McHugh
Hank	Billy Halop
Jimmy	Bobby Jordan
Pop	Charley Grapewin
Nick	Henry Armetta
Charlie	Stanley Ridges
Prosecutor	John Litel
Slim Jones	Moroni Olsen
Doc Saunders	Victor Killian
Ab Connors	Frank Jaquet
Delicatessen Proprietress	Ferike Boros
Venetti	Marc Lawrence
Magistrate	Arthur Aylesworth
Warden	William Davidson
Judge	George Irving

PRODUCTION STAFF

Directed by LEWIS SEILER
Screen Play by Robert Rossen; From a Novel by Jerome Odlum; Music by Max Steiner; Photography by James Wong Howe, A.S.C.; Art Director, Hugh Reticker; Dialogue Director, Irving Rapper; Film Editor, Warren Low; Gowns by Milo Anderson; Sound by Robert B. Lee; Musical Director, Leo F. Forbstein; Orchestral Arrangements by Hugo Friedhofer; Makeup Artist, Perc Westmore; Special Effects, Byron Haskin.

THE STORY

"Dust Be My Destiny" is the first blazing story of America's migratory workers . . . of a boy and girl searching for the grapes of happiness, battling alone against the wrath of a violent destiny. It is the heart-and-soul story of two young people — newlyweds — who never got a break in life. They're real people. They get their share of bad breaks just as you and I, but they hope and trust that sooner or later things will go right. John Garfield, as the boy, gives the most brilliant performance of his career. Priscilla Lane offers another real-life portrayal as the girl who takes to the road against all odds with the man she loves. In filming Jerome Odlum's widely read novel, Warner Bros. present the kind of love story the screen has never dared touch till now.

(Synopsis — Not For Publication) Joe Bell (John Garfield) is released from prison after serving a sentence for a crime he did not commit. Bitter and feeling the world is against him because he is a "nobody," Joe is soon arrested for vagrancy and sent to the county work farm.

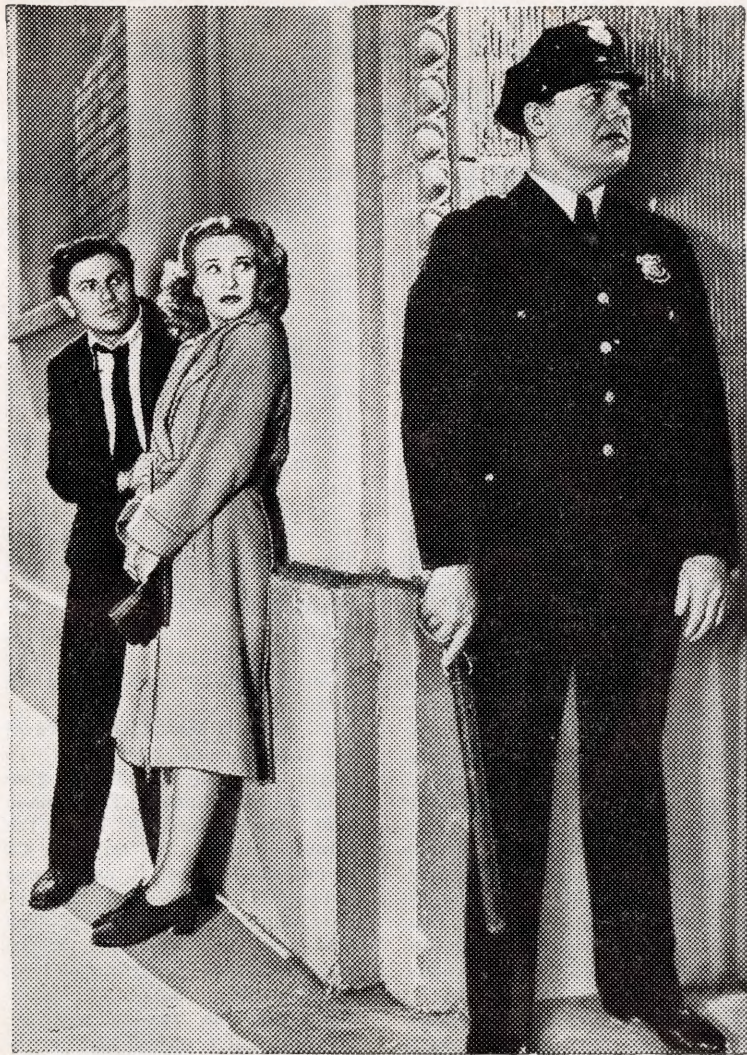
Here he meets Mabel (Priscilla Lane) step-daughter of the drunken farm foreman, Charley (Stanley Ridges). Joe and Mabel, two youngsters looking for someone to pin their faith in, discover each other and are soon in love. Because of this, Charley hates Joe and after a fight between the two, Charley drops dead because of heart failure. Joe and Mabel flee. Believing his death was caused by the blows Joe struck, the police want the two lovers, now married, for murder.

From then on the two lead lives of fugitives, settling down for awhile but always forced to flee when their identities became known. In their last stand, Mabel realizes the futility of their constant running and turns Joe in to the police.

At the trial the prosecutor adroitly twists the truth into a rope around Joe's neck. Then the defense attorney makes his plea. It is for Joe Bell and the thousands of "nobodies" like him. As his star witness, he calls Mabel. In simple words she tells the jury their story and pleads for a favorable verdict to prove to Joe — and all who think they haven't a chance in the world — that the world can be kind.

The jury returns with its verdict — not guilty. The boy who thought he was a nobody and his wife face a new life together.

Approximate Running Time — 88 minutes



John Garfield and Priscilla Lane are the fugitive, cop-dodging lovers in "Dust Be My Destiny," the poignant drama coming to the Strand. (Mat 201—30c)

Garfield Shows A New Kind Of Love In His Latest Film

John Garfield is a different sort of guy. That's probably one reason why he became a screen star overnight. He intends to stay different and that undoubtedly means he'll remain a star for a long time.

The first time he touched a match to a cigarette in "Four Daughters" Garfield became an arresting screen figure. No actor ever had lighted a cigarette exactly like that before. No actor ever had done a lot of little commonplace things exactly like Garfield did them in that picture.

Now, after several comparatively light bouts with romance, Garfield is emerging as a screen lover. He had a hectic heart af-

speeches, turn compliments and dance attendance on a girl; it wouldn't ring true.

"The kind of fellows I've been playing on the screen . . . and the kind of fellow I am in real life, for that matter, feel a lot more than they can say. They freeze up when it comes to putting emotional thoughts in words, or cover up with bravado or cynicism.

"Sure, they can say 'I love you,' but they have to have a lot of encouragement to get that far in words. They can look 'I love you' much more convincingly."

CITY-BRED STAR GETS A KICK OUT OF MILKING COW

John Garfield recently learned about milking a cow from experience, and got a big kick out of it.

It happened on the barnyard setting where Garfield was doing scenes for his new Warner Bros. film, "Dust Be My Destiny," which opens next Friday at the Strand Theatre. The star was handed a tin milk bucket and a little wooden stool. Then he was led to a shed where seven cows were lined up in stalls, placidly munching alfalfa.

"You take the one on this end," Director Lewis Seiler told him. "You can just pretend to milk."

"Don't worry," said Garfield. "That's all I'll be able to do. Where do you want me?"

"On the left side," said Seiler. "Okay, we're rolling."

"Moo," said the cow. "Take it easy," implored Garfield, but the cow apparently didn't understand. She lashed out with a hind foot. Garfield caught it in the ribs and went down. It was a perfect drop kick.

"You got on the wrong side of her," explained the owner of the cows. "The right side is the right side for milking."

"Yeah?" grunted Garfield. "Well from now on, both sides are the wrong side for me."

BOY GETS GIRL IN 3rd TEAMING FILM BY PUBLIC DEMAND

Judging by public reaction as expressed in letters to the studio and the two stars concerned, Warner Bros. may have hit upon a new and exceptionally effective method of launching a screen romantic team in its handling of John Garfield and Priscilla Lane.

Garfield was made to lose Miss Lane to Jeffrey Lynn in "Four Daughters," the first picture in which the two were cast together. In "Daughters Courageous," the romantic interest between them was heightened, but Garfield again loses her, a sense of his temperamental unsuitability for matrimony sending him away to leave her to such consolation as Lynn can provide.

If the public had not cared, Garfield and Miss Lane probably never would have gotten together as a bona fide romantic team in a happily ending romance. Apparently, however, it did, and does care very much. There were rumblings of discontent over Garfield's tragic death in "Four Daughters." After "Daughters Courageous" was released, letters poured in from people who approved of the picture but wanted to see Garfield win Miss Lane and keep her.

Naturally, they'll get their wish. When the letters began to pour in after the first sneak previews, Warner's promptly cast Miss Lane opposite Garfield in "Dust Be My Destiny," which comes to the Strand Theatre next Friday. It is a boy and girl story that has its poignant moments but which ends happily, with the lovers together.

Almost needless to say, the Warners are happy over the outcome of their experiment in trial romances. They figure that a couple the public itself has joined will not lightly be put asunder.

NO 'MEANIE' ROLES FOR ARMETTA, GOOD WILL ENVOY

To the average motion picture fan, Henry Armetta is a good comedian with a very funny accent, who gets very, very angry very, very quickly, and gets over and breaks into a broad and beaming smile just as quickly. And they like him very much for it.

To millions of his countrymen, he is that and a lot more. He's their ambassador of good will; a representative who shows to the world the kindly, emotional side of his people's nature.

Armetta has been acting in motion pictures since 1914. Since the screen became audible, he has been playing Italian dialect roles. In all that time he has never received so much as a single protest from Italians against his accent or his comedy characterizations.

Armetta is deeply proud of the esteem in which the people of his own race hold him and he jealously guards it by resolutely refusing to play anything but sympathetic characters. He wouldn't play a villain or blackguard if the refusal meant the sacrifice of his career. That would be betrayal, in his code, of the people who have come to love him and regard him as their ambassador of good will. And far be it from Armetta to betray them.

The role Armetta plays in "Dust Be My Destiny," the Warner Bros. picture coming to the Strand Theatre next Friday, is typical of those which have built his peculiar standing with his own people. He's the owner of a little restaurant into which John Garfield and Priscilla Lane come hungry and broke. When they can't pay their check, he makes them work it out, then gives them a steady job and becomes their friend through thick and thin.

Priscilla Lane Tells Why Girls Go For Garfield!

"A woman will forgive the man who wrecks her heart and tramples it in the dust — but she'll never forgive the man who is dull and uninteresting."

Having delivered this thought-provoking morsel, a dreamy look came into Priscilla Lane's eyes and she curled comfortably in a huge office chair.

But it wasn't of the men in her love life she wanted to talk (she

pininess. But there's one thing you can be dead sure of — he won't be the dull sort of person who does the same things at the same time day after day. I'll always be just a little uncertain of what he's going to do next — and I'll love it!")

"Would you marry a John Garfield type?" we asked.

"I wouldn't want to say 'no' for sure," Priscilla said thoughtfully as she prepared to leave. "Because, you see, after all, I think I am an average girl."



PRISCILLA LANE
(Mat 103—15c)

NO MOON, NO ROSES AID IN TODAY'S SCREEN PROPOSALS

Every season and in almost every picture, screen proposals are becoming more realistic.

Perhaps it's because the married scenarists of today have better memories than those of yesterday and the single writers have acquired more experience. Or maybe it's just another manifestation like streamlining and jitterbugging.

Flowery speeches delivered from bended knee position are definitely out. They've gone with the final clinch and the sunset fadeout.

The heroines prompt, and encourage, and help the heroes over the final hurdles. Sometimes they even take the initiative, as Bette Davis did in "Dark Victory," when she came right out and asked George Brent if he didn't know she loved him.

More often they help the proposal along a little more indirectly, as Priscilla Lane did in "Daughters Courageous" when she snuggled a little closer to John Garfield, pursed her lips provocatively, and said: "If you kiss me now, you'll save a lot of time."

Even the settings for film proposals have changed. Moonlit gardens or rugged cliffs overlooking the sea, into which an obliging sun is dipping, no longer are requisite. Men say the fateful words in kitchens, subways, skating rinks or quick lunch booths as frequently as they do in more conventionally romantic settings.

John Garfield and Priscilla Lane, who seem to have acquired the habit of falling in love in pictures, are sitting in a hay wagon in a farm barnyard when he proposes to her for their new Warner Bros. feature, "Dust Be My Destiny," which opens next Friday at the Strand Theatre. The stars and the moon are hidden but they have an audience — the cows and the chickens.



John Garfield
(Mat 104—15c)

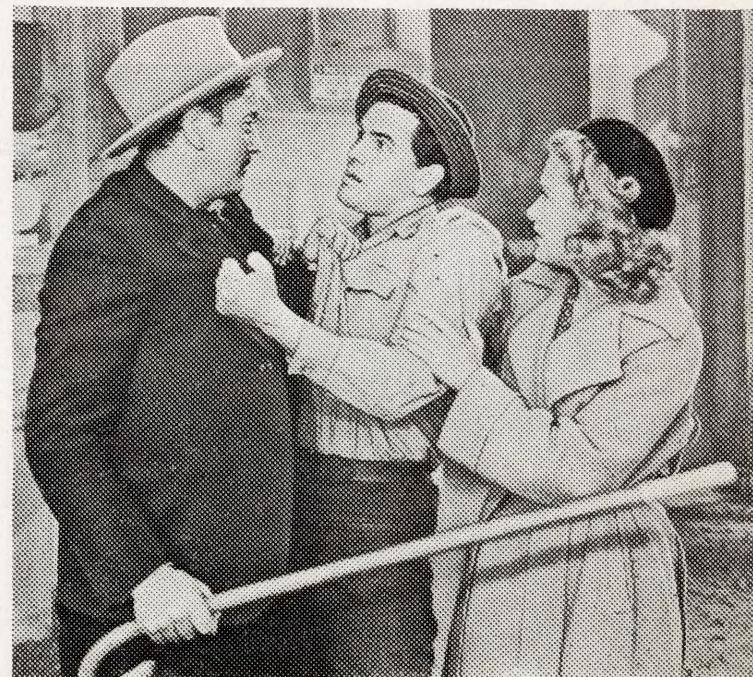
starred. And it isn't at all surprising to discover that he makes love as differently as he lights a cigarette.

It isn't so much what he says to the girls—the dialogue writers supply the lines—it's the way he looks at them. In "Daughters Courageous," he was overbearing to Miss Lane to the point of outright rudeness. He let her pay for his lunch, make their dates and ask him to kiss her. But his eyes kept her aware of the fact that he wasn't indifferent.

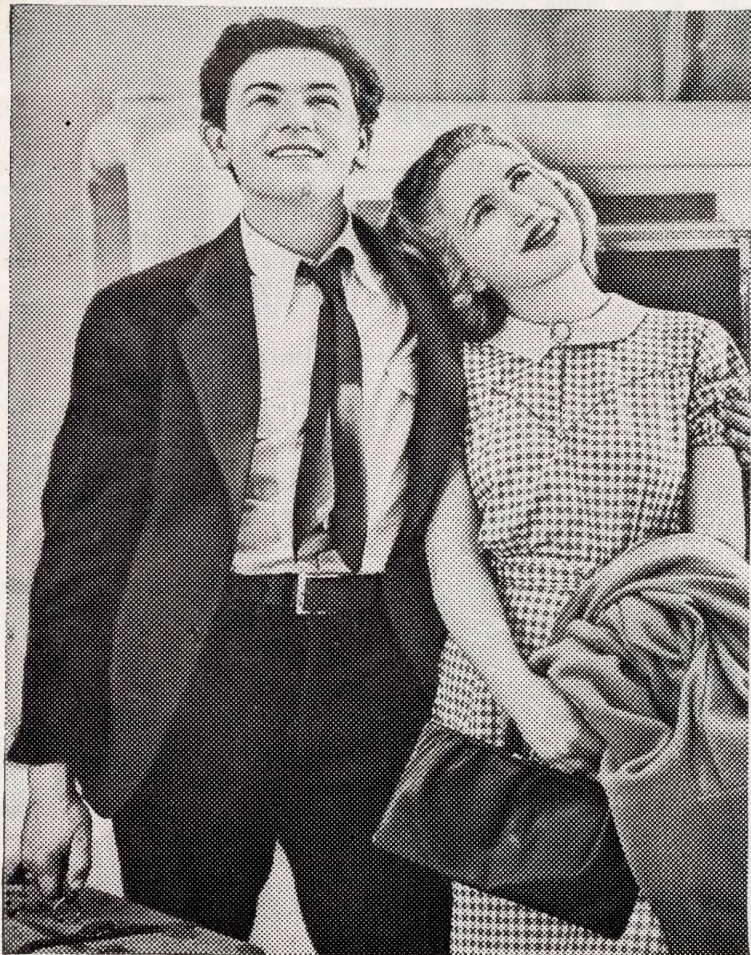
In "Dust Be My Destiny," he again makes Miss Lane do the romantic leading but the loves scenes the two did for that picture were the talk of the Warner Bros. Studio.

Garfield admits his love making lacks polish and that some people may find it difficult to believe it would bring results in real life.

"It's the only kind I could do," he said. "I couldn't make flowery



Stanley Ridges, John Garfield and Priscilla Lane in a tensely emotional scene from the forthcoming "Dust Be My Destiny." (Mat 207—30c)



John Garfield and Priscilla Lane have a hitch-hiking honeymoon in the new Warner Bros. drama, "Dust Be My Destiny." (Mat 202—30c)

Good Laugh Actor's Best Asset—Says Director

Laughter often is no laughing matter in the movies. Many otherwise promising film prospect laughs himself right into oblivion. And not because he guffaws at the wrong jokes.

The sad truth, according to Lewis Seiler, one of Hollywood's veteran directors, is that too few thespians really know how to laugh. The can summon forced roars, synthetic cackles or strained chuckles but they can't make them authentic expressions of emotions.

Crying, on the contrary, is a simple problem. Some players can do that easily, others can't. For those who can't, the prop men can supply tears in a jiffy, but they can't supply laughter.

"Seriously, laughter is one of the most effective mediums of expression. It can express everything from sorrow too bitter for tears to wild hilarity, or soft, bubbling happiness. It can also express more menace than the most vicious snarl."

Seiler added that John Garfield, whom he recently directed in "Dust Be My Destiny," the Warner Bros. picture coming Friday to the Strand Theatre, has one of the screen's most effective laughs today.

"He can express more bitterness with laughter than a good

writer can cram into a page of words," the director said. "That bitter, sardonic laugh is his best. But he can also make laughter express embarrassment, self deprecation, pleasure and downright youthful happiness. His whole face lights up when he gives one of his rare happy laughs."

For youthful joyousness, however, Seiler hands the palm to the laughter of Priscilla Lane, Garfield's leading lady in "Dust Be My Destiny."

Mentioning the "tear jerking" possibilities of laughter, the director cited a scene from this picture.

"Garfield and Priscilla are a couple of kids who have nothing but each other," he said. "They're down to their last fifteen cents and he goes out to rob someone to get money to buy food. She tells him if he does that he needn't come back."

"Well, he can't go through with it. He comes back, shame-faced to the wife who thought she had lost him. It's a grand scene with a world of heart tug. They don't cry, they laugh. And if it does to an audience what it did to us on the set, there won't be a dry eye in the theatre. It's the kind of a scene that would be too sentimental with tears, but with the laughter, it's perfect."



John Litel, as district attorney, puts the finger on John Garfield in "Dust Be My Destiny." Center is Moroni Olsen. (Mat 205—30c)

'Dust Be My Destiny' Reunites Love Team

John Garfield, who loved and lost Priscilla Lane in "Four Daughters" and "Daughters Courageous," is much more successful in "Dust Be My Destiny." Not only does he win Priscilla's love in the beginning in the film, but he marries her almost immediately afterward. In the course of their love scenes, he kissed her thirty-two times. All of which should be very satisfying to those many fans who wrote in after the first two pictures demanding that the team be reunited in a picture with a happy ending for them both.

A ROLLING STONE, ALAN HALE GATHERS NO MOSS, MUCH FUN

After twenty-eight years in the movies, not to mention the time he spent dabbling in osteopathy, opera and musical comedy, Alan Hale came right back to where he started from — in a newspaper office.

Hale's varied experience brought him a promotion, it's true. With the Philadelphia Evening Bulletin, where he got his first job shortly after the turn of the century, he was a lowly writer of obituaries. With the Banton Journal, where he bossed John Garfield for the Warner Bros. picture, "Dust Be My Destiny," which opens next Friday at the Strand Theatre, he was the managing editor.

That, Hale opines, is farther than he would have gotten in the newspaper profession had he stayed in it instead of quitting to start the devious route which led to the screen. Rolling stones gather no moss, but they cover a lot of territory.

Hale always has been as restless as a bouncing pebble. He's covered a lot of territory. And in his late forties, he is about as far from being a venerable moss-back as anyone could imagine.

A little stouter, a trifle grayer than he was when he played the villain in "The Covered Wagon," he's still a human dynamo. And thanks to his saloon demolishing feats in "Valley of the Giants" and "Dodge City," his reputation as a Cain-raising fighting man is brighter today than it was when he and Douglas Fairbanks were the terrors of Sherwood Forest.

VERSATILITY HAS WON JOHN LITEL VARIETY OF ROLES

The Hollywood movie studios, like the big league baseball teams, have their general utility men and prize them greatly.

The baseball utility man is a versatile athlete who can step into any one of half a dozen positions and play a bang-up game. The Hollywood utility man is an actor who can do anything from a romantic lead to a bearded character part and deliver an outstanding performance.

One of the better known of these invaluable utility actors is John Litel.

In his latest Warner Bros. picture, "Dust Be My Destiny," which opens next Friday at the Strand Theatre, he plays the flinty-hearted district attorney who does his best to get John Garfield hanged for murder. His next part is to be a mysterious bearded doctor in the shocker thriller, "The Return of Dr. X." In "On Trial," he was the innocent victim of a threatened miscarriage of justice and in the notable series of Warner Bros. historical features, he has portrayed such diverse personages as Patrick Henry, Philip Nolan, and Thomas Jefferson.

John Garfield Leads Violent Film Career

John Garfield has been in Hollywood only a little more than a year, but that is long enough for him to have learned that a movie actor may be called upon to do most anything in line of duty.

In "Four Daughters," his first picture and the one that made him a star, Garfield got by fairly easily. Aside from participating in an automobile crackup, he didn't have to do anything that he might not have been required to do on the stage.

In "They Made Me a Criminal," there was a little matter of diving into an irrigation tank to rescue the "Dead End" Kids. In "Juarez," the picture that has made him very proud of being in the movies, Garfield, as Porfirio Diaz, was required to do a lot of hard riding as well as fine acting. That entailed getting acquainted with a horse, something he'd never had the opportunity to do during his boyhood in New York.

All those past experiences paled into insignificance, however, compared with those he encountered in "Dust Be My Destiny," the Warner Bros. picture starring him and Priscilla Lane, which will open on Friday at the Strand Theatre. These included hopping a moving freight train, fighting a rough-and-tumble battle with an ex-All Coast football star twice his size, wearing a tuxedo (which comes under the heading of refined torture in Gar-

field's rating) and last and most formidable, milking a cow.

A year, however, had taught the young actor a bit about taking movie crises in stride. After that first distinct feeling of dismay which followed his reading of the "Dust Be My Destiny" script, he rallied. The story, he said, was a good one. He wanted to do it, even to the point of braving the cow milking episode.

Hopping the freight proved easy. He had done that in real life during a memorable hitchhike and grab-ride jaunt across the continent several years ago. The fight was also a "push-over." Ward Bond, the former football gladiator with whom he tangled, has been a movie heavy long enough to know how to pull his punches.

It was the cow milking ordeal he dreaded, and rightly so. To begin with, they didn't even give him a fair chance. They made him tackle the job from the wrong side of the animal. Of course she resented it, as she was supposed to do. Garfield, however, figured he was lucky. The cow was in a stanchion where she couldn't use her horns on him, and he only got kicked twice.

As for the tuxedo wearing, Garfield had a preliminary workout when his wife forced him to wear a dinner jacket to the formal premiere of "Juarez." He came out of the theatre not only alive, but reasonably happy.



Henry Armetta and Alan Hale look on while Priscilla Lane and John Garfield go into a clinch in "Dust Be My Destiny." (Mat 203—30c)

(Guest Column)

Hollywood Via Broadway

By JOHN GARFIELD

(Currently co-starring with Priscilla Lane in "Dust Be My Destiny," coming to the Strand.)

Had I been invited to write a guest column a year ago I could have filled it telling what was wrong with Hollywood. I had just arrived in the film capital and I had not made a picture. That's why I knew so much about the faults of the movies.

Today I'm not so sure what is wrong with Hollywood. I am not even positive there is anything radically wrong with it. It strikes me now that a lot of us who come to the screen from the New York stage bring a provincial attitude with us. We think of America in terms of Broadway.

I came to Hollywood armed with the stock objections to pictures and some of my own. They were mechanical and formulized. They seldom had social significance and never took definite stands on important issues. In other words, they were all right as light entertainment, and a good medium for broadening one's experience.

It was not until I read the script of "Juarez" that I began to be truly enthusiastic about working in pictures.

It took the trip to Dodge City, Kas., for the opening of the picture, "Dodge City," to finish removing the blinds from my eyes. I saw America — not just Broadway and Hollywood — and realized in a small way what the entertainment provided by the movies meant to it. Hoot Gibson and Buck Jones, the veteran Western stars, were with us. It gave me a thrill of understanding to see and hear the ovations they received.

I still intend to go back to the stage. I think I need that change. If I ever reach the point where I think there's nothing wrong with Hollywood, I'll be in danger. I still have just one car, live in an inexpensive rented house and haven't had any yearning for a swimming pool. I have bought an awful lot of phonograph records and books, however, and a few days ago I weakened and purchased the first tuxedo I've ever owned. Maybe I am going Hollywood!

(Opening Day)

GARFIELD AND LANE TEAM STARRED IN STRAND DRAMA

"Dust Be My Destiny," the new film opening today at the Strand, has John Garfield and Priscilla Lane in the starring role, and although this is the third picture in which they have been teamed, it is the first one in which they achieve what promises to be lasting marital happiness.

For all its happy ending, however, the new picture carries the young couple over a hard and rocky road before they reach the end of the rainbow. Throughout most of the film's poignant and often melodramatically exciting course, the two youngsters flee like a couple of hunted animals from officers who believe the boy has murdered his girl-wife's step-father.

Yes, they're married very early in the proceedings, but it is a long time before they are able to lead



Priscilla Lane
(Mat 105—15c)

a normal, happy married life. And, in the end, it is only the noble courage of the young wife which brings about this happy consummation.

For, sick and weary of being hunted, she dares the hatred of her husband, and turns him in to the police. He is convinced that a couple of "nobodies" can't get a square deal, and when he is tried for the supposed murder of the old man, who actually died of heart trouble, it seems indeed as if circumstantial evidence is about to twist a noose around his neck.

Aside from the two stars, the cast includes Alan Hale, Frank McHugh, Billy Halop, Bobby Jordan, Charley Grapewin, Henry Armetta, Stanley Ridges, John Litel, Moroni Olsen and Victor Kilian. The screen play, written by Robert Rossen, was based on a novel by Jerome Odlum, who also wrote the novel from which "Each Dawn I Die" was adapted. The production was directed by Lewis Seiler.



John Garfield, Hollywood's newest dramatic star, now appearing in "Dust Be My Destiny" at the Strand. (Mat 101—15c)

A Faithful Lover

John Garfield has been remarkably constant in his screen affections to date. In three out of his six Warner Bros. pictures, including the latest, "Dust Be My Destiny," which is opening today at the Strand Theatre, he has fallen in love with Priscilla Lane. As Porfirio Diaz in "Juarez," he had no sweetheart. Gloria Dickson was his girl friend in "They Made Me a Criminal."

(Review)

John Garfield And Priscilla Lane Triumph In 'Dust Be My Destiny', Sincere, Poignant Film Romance

An emotional experience seldom encountered within the walls of a theatre is provided by the new Warner Bros. picture, "Dust Be My Destiny," which opened yesterday at the Strand Theatre.

And it is the superb playing of the film's two young stars, John Garfield and Priscilla Lane, that makes it the intensely moving piece of drama that it is. They bring to their portrayals such sincerity, such vivid truthfulness, such understanding of the characters they are creating that the spectator is utterly convinced of their reality.

Given this belief in their reality, it is impossible for anyone not to be moved deeply by the pathetic quest for happiness of the two hapless youngsters about whom the film tale centers. They travel a hard and cruel road, and, just as you share their heart-break along the way, you share also the great happiness which comes to them finally.

Aside from the intrinsic interest of this story by itself, it has a particular interest for admirers of the two stars in that it finally shows a romance between them happily consummated. They've been teamed twice before, it may be remembered, in "Four Daughters" and "Daughters Courageous," and in the first instance, they were separated by death and in the second by Garfield's desertion.

Romance and happiness come to them very early in the new picture, for they are married almost at the outset. But it's a short-lived happiness, for they are forced to flee like hunted animals from the officers of the law, who believe the boy has murdered the girl's drunken step-father, although the old man actually died of heart failure.

They take to the road, hitchhiking, hoboing and occasionally able to enjoy a short respite from pursuit. Twice they even manage to settle down, work for a living



John Garfield and Priscilla Lane, starring in the Strand Theatre's new hit, "Dust Be My Destiny." Warner Bros., romantic drama. (Mat 204—30c)

and have a reasonably normal life. But each time the minions of the law become hot on the trail again.

At last, sick and weary of what promises to be a lifetime of being hunted, the girl dares the hatred of her husband and turns him over to the police. Her only reward, at first, is the hatred she foresaw, for her husband believes only in flight, feeling that a "nobody" like himself can't get a square deal from the world.

At his trial, with the supreme eloquence of humble simplicity, she tells the jury the story of herself and her husband; she makes the jurors understand them. As she ends her pathetic little tale, she adds, almost parenthetically, that now her husband hates her for giving him

up, and that's a hard thing for a woman to bear. Her moving plea turns the jury in her husband's favor and he is acquitted.

Under the skillful direction of Lewis Seiler, the production is well acted throughout, notable support being given to the stars by Alan Hale, Frank McHugh, Charley Grapewin, Henry Armetta, Stanley Ridges and Moroni Olsen. Others who contributed fine performances included Billy Halop, Bobby Jordan, John Litel and Victor Kilian.

The screen play, a persuasively written piece of work, was an adaptation by Robert Rossen of a novel by Jerome Odlum, who was also the author of the novel which was the basis of another fine Warner Bros. picture, "Each Dawn I Die."

Garfield Bitten By Camera Bug

John Garfield acquired a new hobby from his role of a newspaper cameraman in Warner Bros.' "Dust Be My Destiny," now playing at the Strand Theatre. He is now a rabid camera bug.

When he started the picture, Garfield knew nothing about operating cameras. He spent most of his time between scenes taking lessons from Mickey Marigold, the company "still man." He owns a camera now, is rapidly acquiring a collection of candid shots, and is even talking of buying a movie camera outfit.



Action from "Dust Be My Destiny," new film now at the Strand starring John Garfield (above coatless) and Priscilla Lane. (Mat 206—30c)

JOHN GARFIELD'S "YEN" IS TO CONTINUE ACTING

John Garfield is one Hollywood actor who likes his work so well that he doesn't yearn for some other fellow's job.

Ask most actors to name their ultimate ambition and they'll say they want to become directors or producers. A few confess to writing aspirations and some say the height of their desire is to get together enough money to live comfortably on a farm in their favorite section of the country.

Garfield, however, says he feels the same way about acting as he did when he decided to make it his profession.

"I thought then it was the most fascinating career a person could have," he said on the set of "Dust Be My Destiny," the Warner Bros. picture which is currently showing at the Strand Theatre. "I was willing then to skirt the edge of starvation to break into the game. I'd still rather act than do anything else."

"To me, it's by far the most interesting phase of the theatrical business, and I don't know anything other than theatre. I'd never had any desire to direct or produce plays or pictures. I'd like to write, but I can't and know it."

With some years yet to go in his twenties, Garfield faces a long stretch of acting. He isn't afraid of ever getting tired of it, but admits the thought of the public getting tired of him causes him some concern.

"Maybe I can't stay in pictures or on the New York stage many years," he said, "but I'll be acting somewhere as long as I can move around. There are still a lot of one-night stands, and the town drama clubs. Maybe I'll wind up with them, but wherever it is, I'll still be acting."

Chinese Strategem Works On Film Set

Clever, the Chinese, as Camera-man James Wong Howe demonstrated with a neat bit of strategy on a "Dust Be My Destiny" location. Lewis Seiler, director of the Warner Bros. production, which is opening today at the Strand Theatre, wanted a sizable pile of small rocks at a certain spot. His "grips" and prop men were busy on other jobs, but Howe said: "You watch. I'll fix it."

Very unobtrusively, he put a tin can on the spot where Seiler wanted the rock pile. A moment later, he picked up a small rock and threw it at the can. Immediately, and without the slightest idea of the job they were doing, the thirty extras on the set followed suit. In less time than it takes to tell, Seiler had his rock pile — a job that would have taken at least two hours.

Suggested Text For

EDITORIAL

In a social order as complex and busy as ours has become, there are bound to occur problems and situations which bear handling by those of us who have more material things, more heritage and more understanding.

There are today hundreds, perhaps thousands of individuals, many of them youths, who are drifting around the country — homeless, jobless and friendless. Circumstances of one kind or another have driven these unfortunates into the folds of the country's skirts, and for some these folds have been anything but comforting. Wanting more than anything to find a place where they "belong," the very nature of their vagrant mode of life leads them into trouble. Through circumstances often beyond their control, they are stamped — criminals.

By the light of such a situation, it must be said that the thousands of boys wandering over the face of the country today, looking for their little spot in the sun, are "criminals" too. We cannot let them believe that — we cannot brand them criminals and kill them all off . . . a criminal's grave must not be their destiny . . . it must not be their share of this earth we call America.

A recent motion picture entitled "Dust Be My Destiny" touches this problem acutely. It is an interesting treatment, finely enacted, of another phase in the American scene.

When Those Big Blue Eyes Fill With Tears, Priscilla Lane Has Audience In Palm Of Her Hand

Priscilla Lane is one of the "Daughters Courageous," both in the picture of that name and in life. Youngest of the five Mulligan girls, once the bane of the teachers' lives in Indianola, Iowa, Priscilla, called "Pat" by her family, used to sing with Fred Waring's orchestra and chew gum on the stage for the edification of the paying customers.

Long before that, however, the home folks in Indianola knew her as the "Mulligan tomboy," the sassy little miss who was always falling out of trees and almost breaking bones or sliding off roofs and really breaking bones.

Even the strictest of teachers had difficulty with their discipline of Priscilla because her "big blue eyes" could fill with real tears so quickly, a great advantage in the dramatic roles she has played, but a trial to any school principal.

In spite of stories to the contrary her career as an actress was no accident. When her older sister, Lola, adopted the name of "Lane" as suggested by Gus Edwards, and went away to earn fame and fortune on stage and screen, Priscilla decided then and there that she too would be an actress. To further this ambition she persuaded her parents to let her enroll in the Fagin School of Dramatic Arts in New York, but she was side-tracked from drama for the time being when Fred Waring offered her and her sister Rosemary a contract and offered to take Mama Mulligan along. They all took the name of Lane, which Lola had meantime made popular on the screen, and started off on the long tour with the Waring orchestra that led, eventually, to Hollywood and a Warner Bros. contract for the girls.

For a time she was a comedienne in "Varsity Show," "Love, Honor and Behave," and "Men Are Such Fools." She worked in other pictures, too, including the "Cowboy from Brooklyn," in which tears had no part. Then Warners cast her with her two sisters, Lola and Rosemary, and another young actress, named Gale Page, in one of the title roles of "Four Daughters."

In that Priscilla's tears came to the surface and to public attention and made her, overnight, a leading young dramatic actress. She returned to comedy again in "Yes, My Darling Daughter,"



Priscilla Lane, who is currently co-starring with John Garfield in the poignant romantic drama, "Dust Be My Destiny." (Mat 208—30c)

went back to drama in "Daughters Courageous," and followed this with the heaviest of all her dramatic roles, opposite John Garfield in "Dust Be My Destiny," the new Warner Bros. picture which is the current attraction at the Strand Theatre. In this picture, she and John Garfield are a pair of young lovers trying to find a place for themselves in what seems to be a hostile world. Innocent fugitives from the law, and trying to make their love a substitute for home and a decent living, their pathetic plight is terminated when Priscilla, believing that she can prove her husband's innocence in court, turns him over to the police. The trial scene in which she tells the story of their life together is one of the most moving bits of dramatic acting ever shown on the screen.

Still a tomboy within the confines of her own home—and sometimes within the studio boundaries too—Priscilla now has no barns to fall from and the studio frowns on her tree climbing activities, because broken arms and legs in splints don't look well in pictures.

Priscilla is twenty-two as this is written and, from this distance, seems to have recently outstripped both her older sisters in popularity with the public. Her nose is still snub and her freckles still show through her makeup. She can turn cartwheels, climb fences and slide off roofs but a more valuable attribute is the fact that her big, blue eyes fill with tears when she is in imaginary difficulty in her picture roles. That makes her the little girl that audiences love to see find happiness in the last reel.

JOHN GARFIELD ON GUARD AGAINST GOING HOLLYWOOD

John Garfield, the earnest young New York stage actor who has risen from motion picture unknown to star in the short space of one year, is taking out unique insurance against "going Hollywood."

He has put himself on a personal spending money budget of fifteen dollars a week. And as soon as he gets sufficient money saved, he is going to buy two or three acres within easy commuting distance of New York and build a home on the property. He figures the combined pull of the stage and a home in the East will offset the increasing lure Hollywood has for him.

When Garfield signed a contract with Warner Bros. Studio and left the Group Theatre to have a try at pictures, he didn't expect to worry about "going Hollywood." He didn't think he would be staying long enough for that.

"Four Daughters" made him a film celebrity overnight and the situation changed. He found himself catapulted into stardom and he was frankly afraid of the consequences. Determined not to change, or be changed, by Hollywood, he put himself on a year's probation.

That year is now ended. During that first twelve months he did five pictures for Warner Bros. then started on his sixth, "Dust Be My Destiny," with Priscilla Lane as his leading lady, which is now showing at the Strand. And checking up on his probationary period, Garfield admits he's still afraid.

"As long as I was only half enthusiastic about pictures I didn't really worry much about going Hollywood," he said. "And I felt that way about the films for some months. I was sure that the stage was the right place for me and I'd be happier in the work there."

"Well, I've learned a lot about pictures and what they mean in bringing entertainment and genuine benefit to the world. I've become enthusiastic about working in them and I want to stay if the studio considers me fitted to do important roles that really mean something."

"I'm still determined, however, to go back to the stage periodically. I'm convinced that's essential for me if I'm to keep my perspective and sense of values. That feeling of being a very little frog on a very big puddle is something you can only get in New York. And that feeling is good for me."

GARFIELD & LANE 'WED' ON STAGE IN STRAND DRAMA

John Garfield has been talking about going back to the stage for several months. He got there for a few hours recently, but he didn't leave Hollywood to do it.

It was a stage within a sound stage at the Warner Bros. Studio on which the former New York Group Theatre actor did his brief footlights turn. He stood with Priscilla Lane and faced a flesh and blood audience that filled every seat in a sizeable theatre auditorium. The two were being mar-



PRISCILLA LANE
(Mat 102—15c)

ried on the theatre stage for a scene of their new picture, "Dust Be My Destiny."

Garfield wore a tight-fitting tuxedo and had a gardenia pinned to his jacket lapel. Miss Lane was attired in bridal white and carried a bouquet of orange blossoms. They appeared embarrassed and ill at ease. Berton Churchill, playing a justice of the peace, performed the ceremony. He asked Miss Lane if she took this man to be her lawful wedded husband and she said she did. He repeated the question, with the proper variation, to Garfield. He said he did, but half whispered it.

Extras, paid to heckle, constantly interrupted with shouts of "Louder and funnier."

Then he leaned forward gingerly and pecked his "bride" on the cheek. The paid-to-applaud audience clapped and cheered as enthusiastically as any Garfield ever faced in the Group Theatre. A pianist struck up the wedding march. The curtain was drawn and the ceremony was over.

Priscilla Refuses Glamour Girl Title

Priscilla Lane is glad her fans don't consider her glamorous.

Miss Lane gets hundreds of romantic letters each month from admiring males. The writers use such extravagant adjectives as "dream girl" and "ideal American girl." Few of them, however, call her a glamour girl.

That pleases the youngest of the Lane sisters, because her ambition is to approximate as nearly as possible Bette Davis' achievements as a dramatic actress.

Glamour, explained Miss Lane, suggests illusion. Realism, on the contrary, is the essence of success in drama.

The youthful blonde star cited her latest role, opposite John Garfield in Warner Bros.' "Dust Be My Destiny," in making her point.

"Had I been considered a glamour girl type, the studio would never have given me the part," she said. "I wear gingham dresses, wait table in a cheap restaurant, tell John how to milk a cow, and hop freight trains. A glamour girl in a gingham dress would be hard enough to believe. But just try to imagine one who knows how to milk a cow and who hops freights!"

AUTUMN FASHIONS DESIGNED FOR COLLEGE OR CAREER



(Right) a plaid wool skirt and long-sleeved green jersey blouse goes to class or to business with equal ease — and lots of chic.

Whether your mind is set on college or a job, you'll find many points of interest in the Fall wardrobe assembled by career girl Priscilla Lane, currently starring in "Dust Be My Destiny" at the Strand. (Left) For that indispensable topcoat, she chooses wine and white checked wool with a velvet collar and smartly flared skirt. (Right) "Prom" date, a silvery white lame dance frock with a cunning bustle formed by two flounces.



(Mat 401—60c)



(Left) Priscilla's recipe for that Saturday afternoon football date, is this lynx jacket. With it, she wears a brown Scotch cap.

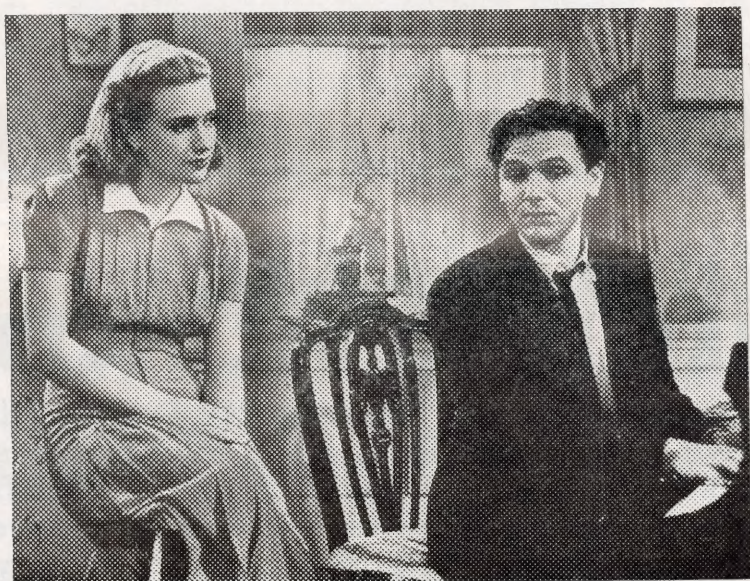
GARFIELD-LANE CONTEST

**to perk up
fans' interest
for 6 days**

"How well do you remember the John Garfield-Priscilla Lane hits?" With this tag-line, you can set up this easy five-day contest, selling the Garfield-Lane team for your showing of "Dust Be My Destiny." Idea is for contestants either to remember or guess which line of the three given alternatives is the correct answer. Two scenes each from "Four Daughters" and "Daughters Courageous" are used, with the fifth taken from "Dust Be My Destiny." Order "Dust Contest Mat 501B" — 75c (scenes only) from Campaign Plan Editor, 321 W. 44th Street, New York City.

(First Day)

PICTURE QUIZ OPENS



(From "Four Daughters")

PRISCILLA LANE: "Your own composition? It's beautiful!"
GARFIELD: 1. "Sure it's beautiful."
—2. "It smells."
3. "How would you know?"

(Correct answer — 2)

(Second Day)

GUESS CORRECT LINE



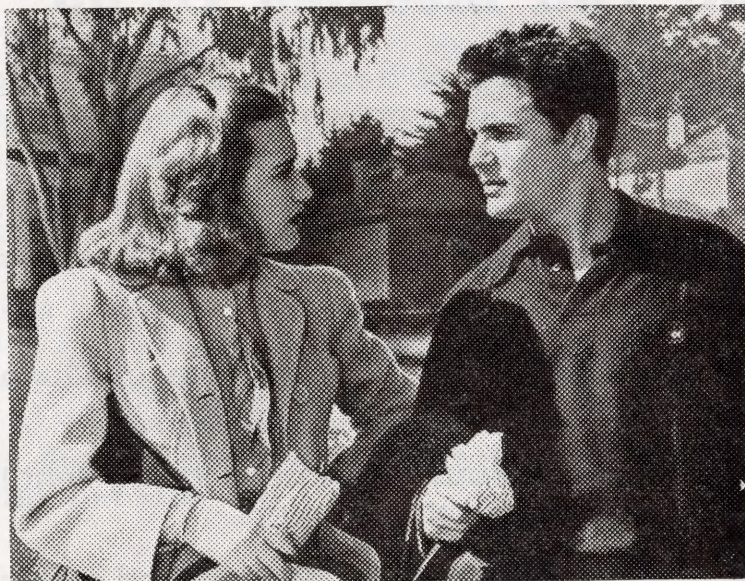
(From "Four Daughters")

JOHN GARFIELD: "I don't want you to think that was a spur-of-the-moment kiss. I've been planning it for a week."
PRISCILLA LANE: 1. "It's pretty mild for a week's thought."
2. "I didn't think it was."
3. "I'll bet you say that to all the girls."

(Correct answer — 1)

(Third Day)

MANY ENTER CONTEST



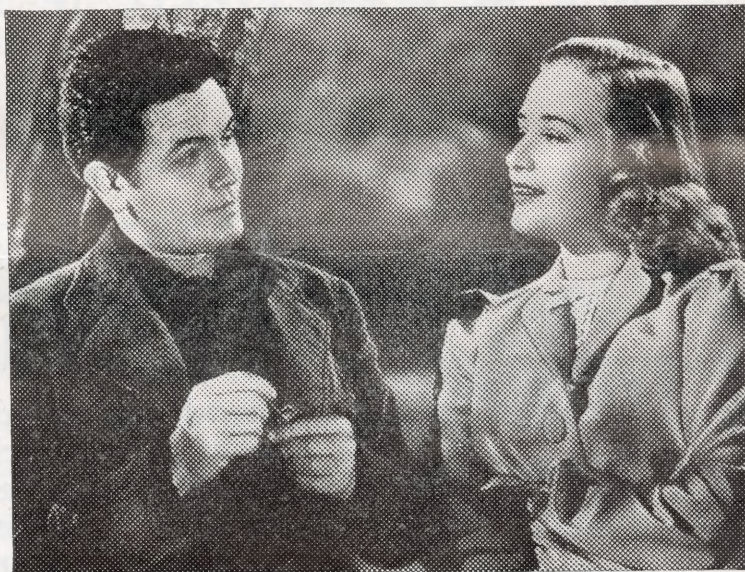
(From "Daughters Courageous")

JOHN GARFIELD: "Would you like to buy me a beer?"
PRISCILLA LANE: 1. "You've got your nerve."
2. "I haven't got any money, either."
3. "All right, I'll stake you to one beer."

(Correct answer — 3)

(Fourth Day)

GARFIELD-LANE QUIZ



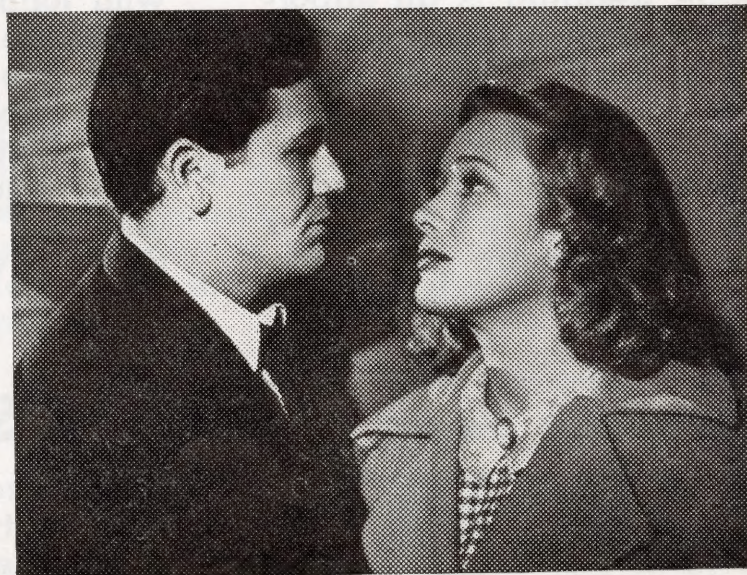
(From "Daughters Courageous")

JOHN GARFIELD: "Are you a natural blonde?"
PRISCILLA LANE: 1. "Practically. A lemon rinse now and then."
2. "Sure I am."
3. "Nice day, isn't it?"

(Correct answer — 1)

(Fifth Day)

LAST CONTEST DAY



(From "Dust Be My Destiny")

JOHN GARFIELD: "You don't know what it's like . . . goin' from one place to another . . ."
PRISCILLA LANE: 1. "You're right, maybe I'd better go home."
2. "I'll stay here and wait."
3. "I'll do whatever you do . . . I'll go wherever you go . . . but don't leave me here."

(Correct answer — 3)

TAKE THIS TO YOUR NEAREST DEALER

Vanity Fair Stocking Tie-Up

Vanity Fair Silk Mills of Reading, Pa. are tying up with Warner Bros. in a nationwide tie-up featuring Priscilla Lane in "Dust Be My Destiny."

Following is a resume of the activity taking place prior to your contacting local dealers to consummate this tie-up.

1. Full page ad in the Oct. 1st issue of Photoplay magazine (see illustration at right).
2. Show-card with same illustration being sent to all Vanity Fair Kneelast customers.
3. 30 x 40 Blow-up of same for background in window display also being sent.
4. 3,600 dealers will receive four-page folders amply plugging the picture. Also illustrated in this folder will be three tie-in ads, mats of which are available to all dealers.

For information concerning local dealers, write:

EARLE M. WAKEFIELD, Jr.
Vanity Fair Silk Mills
Reading, Pa.



(Above) Reproduction of full-page Photoplay ad and of display material sent to all Vanity Fair dealers.

COUPLE HITCH-HIKE IN TO SEE PICTURE

For a lead gag to call attention to your showing of "Dust Be My Destiny," find a couple who will hitch-hike into town from some distant point, and of course the further they come the better. Their story is that they heard about the hitch-hiking sequence in "Dust Be My Destiny" and anyway they wanted to see the picture with John Garfield and Priscilla Lane. Inasmuch as they had no money, the only way they could come was by thumbing. If you let editor in on it, and if it is pulled off in a bona fide hitch-hike, the stunt should be good for breaks. You can augment the activity by arranging radio station interview, night club appearance, etc.

10 WAYS TO GET ROMANTIC

STAGE WEDDING

This idea fits perfectly because the stage wedding is an important sequence in this picture. Find young couple about to get married and who have very little money or — get the couple via newspaper photograph contest. Idea is to help the two kids get a start in life. Line up merchants.

CAMERA CONTEST

Candid camera contest ties in with John Garfield's picture-taking in the film. Most newsworthy shots are awarded prizes promoted from photography supply houses, etc. Set up the contest by using the bank-robbery shots (still nos. 310, 312), by coop ads, displays with camera stores.

SWEETHEART PHOTOS

Send out call for "Sweetheart Photographs" — old time and modern winners to receive prizes. Newspaper cooperates to run two or three daily. Readers vote on which they like best. Grand winner may be feted night of opening at theatre with flowers, stage introduction, pictures taken, etc.

Theme Song

"Dust Be My Destiny" is also the title of the picture's theme song published by Harms, Inc. Introduced by Guy Lombardo on the Lady Esther nationwide radio program, the song is getting a big build-up via Harms outlets. The cover of the song sheet features John Garfield and Priscilla Lane. Write for free title pages and contact local music dealers for window and counter displays.

'DESTINY' CARDS

Small cards, similar to those used in weight machines, for distribution. One side contains humorous fortunes; the other contains picture of Garfield and Lane, with copy: "Now that you've learned your destiny, find out what theirs is in (title billing and playdate)."

And Don't Forget

1. All couples applying for marriage licences during one week admitted free.
2. Boy and gal of approximate Garfield-Lane appearance tour town with suitcase carrying plug.
3. Park bench in lobby carrying copy: "Sweethearts May Wait Here to See (billing)."
4. Wedding band throwaways with appropriate copy attached.

GENERAL EXPLOITIPS

FUGITIVE SEARCH

Conduct a search for Mr. and Mrs. Joe Bell with aid of merchants and newspaper. Announce through advertising and store cards that a young couple (to resemble Garfield and Lane) will be in certain locations on one particular day. For example, at ten o'clock they leave the newspaper, walk or ride on trolley to one department store, make some purchases, go to another store, thence to theatre where they buy tickets. Persons who recognize them must follow them to theatre or perhaps just tap them on shoulder with the newspaper. Passes or prizes are awarded depending on how big the stunt is handled.

INQUIRING REPORTER

Inquiring reporter stunt will find particularly good material in this picture, plugging any one of three big angles. First, "How I Met My Wife," (or husband as the case may be); second, "Would you give an ex-convict a job without asking questions?"; third, "Do you think young tramps coming through this city should be treated kindly in an attempt to make them reform, or roughly in an attempt to drive them away for good?"

CHANCE FOR GOODWILL

"Dust Be My Destiny" is the kind of picture that calls for a little goodwill work among underprivileged youths, as the film is not gangster fare but real human-interest stuff about a couple of friendless kids. Welfare organizations and boys' clubs should be willing to cooperate with posters on bulletins, etc. A bus-load of youths from the boys' club for some matinee should not be amiss either. Bus is promoted and carries plugs for showing on both sides. Localites who need the publicity might "adopt" boys who have been in trouble and act as their custodians for certain time, seeing that they get jobs, etc.

"WHAT CITY DOES . . ."

"What Our City Does For Its Destitute." Nearly every town has some sort of welfare home to take care of its destitute, at least to the extent of a supper or night's lodging. City councils are more than willing to get a little publicity for such organizations, to eliminate begging, etc. Newspaper might pick up for feature story, or through your efforts campaign may be begun to start a municipal lodging house.

SIX-DAY SERIALIZATION

Widely read novel by Jerome Odlum—author of "Each Dawn I Die"—now ready for publication in serial form. A real big reader-interest newspaper feature. Each chapter about 750 words.

Mimeographed copies sent with mats of 2-column scenes only. Newspaper sets type to fit own format. Write or wire Campaign Plan Editor, Warner Bros., 321 West 44th Street, New York City.

If you can't plant the six-day serialization, here's what to do: Have your printer set up the first chapter only for herald distribution. Lead copy reads: "Read the beginning of 'Dust Be My Destiny.' See the rest at the Strand Theatre — Now!"

'WANTED' POSTERS

Make up WANTED posters in big bold type, with still of Garfield and Lane occupying center spot. Above the photo is "Wanted For Murder"; below is "Anyone Who Has Information Concerning the Whereabouts of the Above Pair Report Immediately to the Strand Theatre." Have sandwich men carry posters around town during busy hours.

REAL 'BUNDLE STIFF'

It shouldn't be too hard to find an actual "bundle stiff" who would be willing to recount several of his experiences in exchange for a meal and night's lodging. Idea would be good for human interest story for local newspaper.

PATRONS' COMMENT

Questions to start word-of-mouth campaign with lobby comment cards: whether Priscilla Lane was justified in turning her husband over to the police. As precarious as their fugitives' lives were, was she justified in risking sending him to a possible execution?

PLAY UP 'HIT NO. 2'

Hit No. 2 of your New Show Season is "Dust Be My Destiny," following right after Hit No. 1 — "The Old Maid." Follow up the stunt by plugging Hit No. 2 as such in lobby displays, correspondence, advertising, etc.

SELL YOUR SHOWING WITH

SELLING THE ROMANCE

JOHN GARFIELD AND PRISCILLA LANE
THE LOVERS OF "FOUR DAUGHTERS" AND
"DAUGHTERS COURAGEOUS"
IN THEIR THIRD BIG HIT!



"DUST BE MY DESTINY"
(THEATRE AND PLAYDATE)

Lobby display board sells the Garfield-Lane romantic angle in the film. Stills are mounted with suggested copy beneath each. Use DD54, DD116, DD95, DD91, DD76.

CUT-OUT FROM 3-SHEET



Effective lobby display made from the three-sheet. Poster is cut out and mounted on pedestal as shown. Electric spotlight from left behind lights up display.

4

LOW-COST
IDEAS

TEASER POSTER

HAVE YOU SEEN THIS PAIR?
Everybody in (town) is looking for them!
Because everybody in town is raving about
John GARFIELD & Priscilla LANE
in
"DUST BE MY DESTINY"

Using still no. DD28, an effective teaser poster is made with copy reading: "Have You Seen This Pair?" Tack in lobby and in all convenient spots around town. Add theatre and playdate.

DRAMATIC DISPLAY

JOHN GARFIELD AND PRISCILLA LANE in
"DUST BE MY DESTINY"

(THEATRE AND PLAYDATE)

To plug the strong dramatic theme, a lobby display board may be made up from the stills indicated above plus strong ad copy. Stills are DD5, DD Pub. I, JG141, DD92, DD Pub. I, and DD Pub. D.

THESE LOBBY DISPLAYS



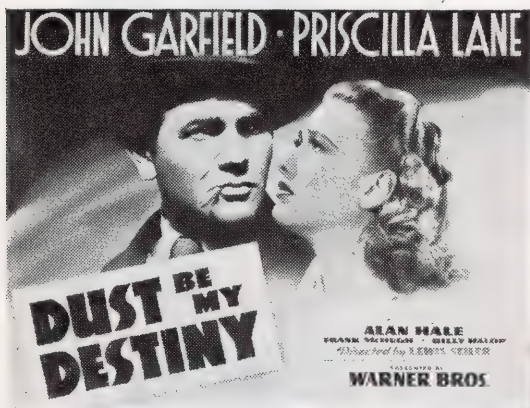
40" x 60"
**ACTION
 DISPLAY**
 Full Color
 Photo Gelatin
 Rental:
 75c each



40" x 54" **SATIN
 BANNERETTE**
 Price: \$1.75 or Rental: \$1.00



COLORED 11 x 14's
 Set of Eight
 Rental: 35c

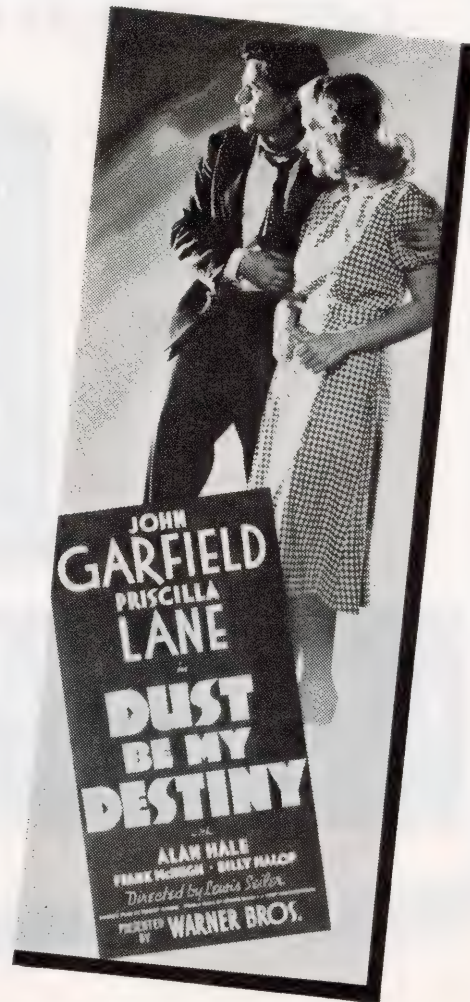


SLIDE
 15c each

COLORED 22 x 28's
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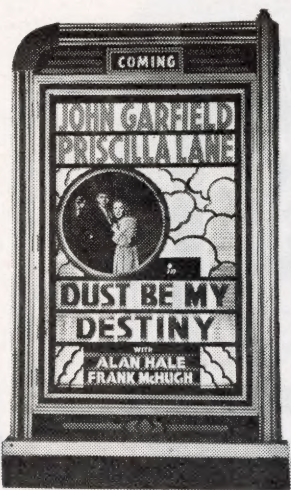


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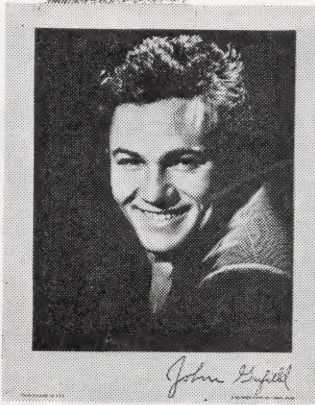


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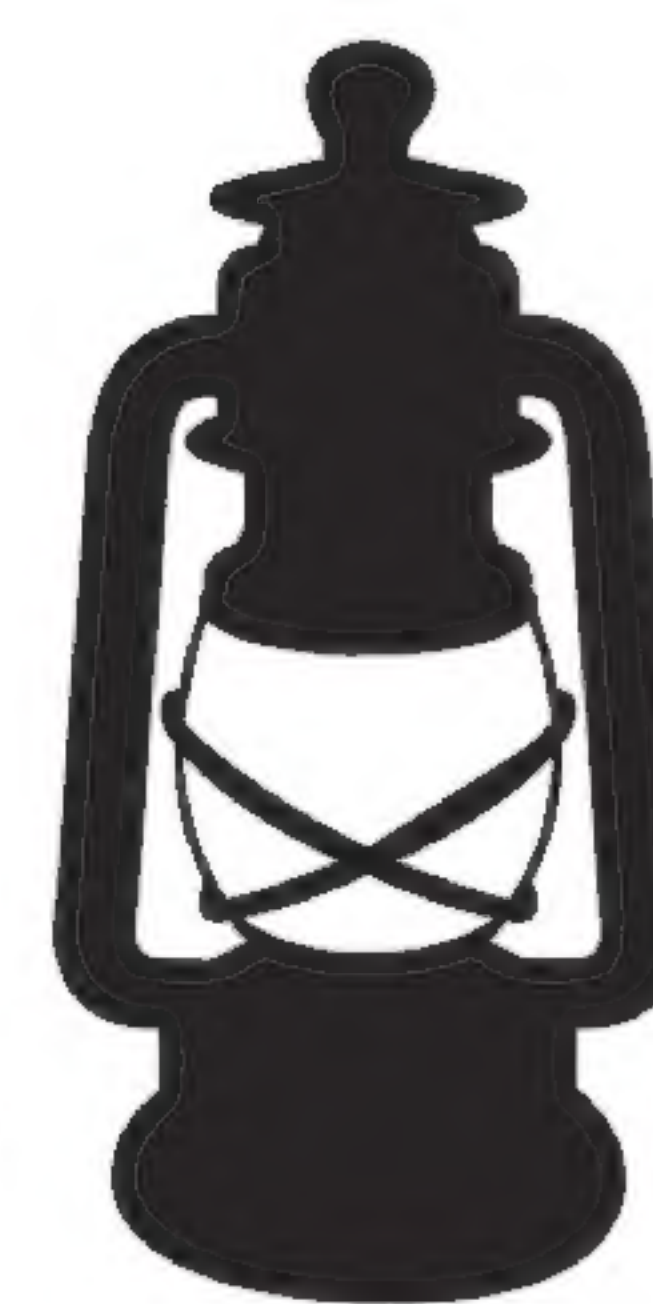


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